



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Pol/R Casey/RUS Senate (16759)  
Shorr & Associates (2909)  
D'ETTORRE, MICHAEL  
Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/R CASEY/D/SEN/PA (135597)  
National/Political  
/06288005

Invoice 623096  
Inv Date 8/26/2012  
Terms Net 30  
Contract 327840  
Bill Type Standard  
Period 7/30/2012 - 8/26/2012

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

BOB CASEY 8/21  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 8/27/2012 4:55:00PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	<b>Contract Line Remarks:</b> <u>NEWS 530A-6A/1</u>								
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/21/12 5:43AM (Tu)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/22/12 5:43AM (We)	00:30	Channel 11 News 530am	BCTV1202H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/23/12 5:53AM (Th)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/24/12 5:43AM (Fr)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
3.0	<b>Contract Line Remarks:</b> <u>TODAY 7-9A/3</u>								
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/21/12 8:35AM (Tu)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/21/12 9:00AM (Tu)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/22/12 7:20AM (We)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/22/12 8:42AM (We)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/23/12 8:36AM (Th)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/23/12 8:57AM (Th)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/24/12 8:27AM (Fr)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/24/12 8:43AM (Fr)	00:30	Today Show	BCTV1202H	\$525.00	
5.0	<b>Contract Line Remarks:</b> <u>JUDY 430-5P/5</u>								
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/21/12 4:56PM (Tu)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/22/12 4:53PM (We)	00:30	JUDGE JUDY 430P	BCTV1202H	\$375.00	
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/23/12 4:40PM (Th)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/24/12 4:39PM (Fr)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
7.0	<b>Contract Line Remarks:</b> <u>NEWS 530-6P/7</u>								
	Spot	5:30:00PM- 6:00:00	Day, W-1, Th-1, F-1	08/22/12 5:43PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1204H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Day, W-1, Th-1, F-1	08/23/12 5:43PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1204H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Day, W-1, Th-1, F-1	08/24/12 5:39PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1204H	\$600.00	
8.0	<b>Contract Line Remarks:</b> <u>JEOP 7-730P/8</u>								
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/21/12 7:07PM (Tu)	00:30	Jeopardy	BCTV1204H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/22/12 7:23PM (We)	00:30	Jeopardy	BCTV1204H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/23/12 7:26PM (Th)	00:30	Jeopardy	BCTV1202H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/24/12 7:13PM (Fr)	00:30	Jeopardy	BCTV1202H	\$1100.00	
10.0	<b>Contract Line Remarks:</b> <u>LATE NEWS/10</u>								
	Spot	By Sell Pattern-[T]CH	Per week (3), Tu, We, Th, Fr, Sa	08/22/12 11:29PM (We)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1202H	\$1250.00	
	Spot	By Sell Pattern-[T]CH	Per week (3), Tu, We, Th, Fr, Sa	08/24/12 11:34PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	
	Spot	By Sell Pattern-[T]CH	Per week (3), Tu, We, Th, Fr, Sa	08/25/12 11:20PM (Sa)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	
12.0	<b>Contract Line Remarks:</b> <u>SUN NEWS 7-10A/12</u>								
	Spot	7:00:00AM-10:00:00	Day, Su-2	08/26/12 7:10AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	BCTV1202H	\$300.00	
	Spot	7:00:00AM-10:00:00	Day, Su-2	08/26/12 7:54AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	BCTV1204H	\$300.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$17,550.00	Total Spots	28
Commission	(\$2,632.50)		
Net Total	\$14,917.50		